

LONDON BASED PRODUCT DESIGN LEAD & ART DIRECTOR.

11+ years experience leading and building teams, delivering successful user experience and beautifully designed products for a number of established and start-up brands.

EXPERIENCE

April 2022 - Present

PRODUCT DESIGN LEAD SOHO HOUSE

Lead the product design team across the app and dotcom, focusing on delivering better user experience across bookings, payments and member to member connection.

Jan 2021 - April 2021

SENIOR PRODUCT DESIGNER MATTER OF FORM

Lead branding and design projects, art directed shoots and film and defined overall creative direction for a number of brands in the luxury hospitality and retail sectors.

April 2020 - Jan 2021

PRODUCT DESIGN LEAD FREELANCE

Created digital experiences and products for a wide range of brands. Involved in all aspects of the delivery from UX, UI, Interaction design and strategy.

Aug 2019 - April 2020

DIGITAL DESIGN MANAGER SELFRIDGES

Lead and managed a team of designers to produce highly executed outputs for the website from editorial design and UX/UI to motion graphics and marketing campaigns.

Aug 2018 - Aug 2019

DIGITAL DESIGN LEAD HARRODS

Lead a team of UI, UX, campaign, marketing and email designers, ensuring consistency and quality across all channels, and championing design solutions that were user focused, keeping in mind accessibility and SEO considerations.

April 2016 - Aug 2018

DIGITAL DESIGN LEAD TOPSHOP/TOPMAN

Lead a design team of designers, introduced solid design principles, ensured consistency and smooth execution of all online creative. Reviewed design work and provided effective direction and feedback, managed team resources, implemented process work-flow and project timings.

Sept 2013 - April 2016

DIGITAL DESIGNER ASOS /WAREHOUSE

June 2011 - Sept 2013

JUNIOR DESIGNER AMTECH /ALNIRO

PREVIOUS CLIENTS

SOHO HOUSE / ASOS / HARRODS /
MADE.COM / SANI RESORTS /
SELFRIDGES / SIIVI / WAREHOUSE /
D MARIS BAY / STYLUS / FLOWERBX /
SHEEP INC / STYLESWAP / AVANT
ARTE / BELMOND / APES HILL /

SKILLS

UI / UX / PRODUCT DESIGN / DESIGN
SYSTEMS / CREATIVE DIRECTION /
ART DIRECTION / MARKETING
DESIGN / MANAGEMENT /
PROTOTYPING / BRANDING /
TYPOGRAPHY / HTML & CSS / VIDEO
EDITING / ANIMATION /
ICONOGRAPHY / PRINT DESIGN /
PACKAGING /

PROGRAMMES

FIGMA / SKETCH / PHOTOSHOP /
ILLUSTRATOR / INDESIGN / XD /
AFTER EFFECTS / INVISION /
USERTESTING / LOOKBACK / MIRO /
FIGJAM /

EDUCATION

2009 - 2011

BA (HONS) FASHION PROMOTION

Centred around how fashion is communicated and promoted creatively through different media including graphic design, art direction, photography, editorial and illustration.

CONTACT

hello@nicroberts.co.uk
www.nicroberts.co.uk
07794434273
<https://uk.linkedin.com/in/nicroberts>